



Dear Mayor or City Leader,

Thank you for participating in the second annual Mayors Day of Recognition for National Service!

You are one of more than 1,000 mayors across the country coming together on April 1 to highlight the impact of national service and thank those who serve.

Your participation will spotlight the importance of citizen engagement, recognize the dedication of national service members, and inspire more residents to get involved in their communities.

Communication and media outreach are key to the success of this effort. We have put together this Communications Toolkit to make it easy to plan an event and reach out to the media. In this toolkit, you will find:

- Event and Media Suggestions
- Key Messages and Talking Points
- Frequently Asked Questions
- Social Media Guide
- Sample Media Advisory
- Sample Press Release
- Sample Proclamation
- Sample Proclamation with City Data
- Sample Op-Ed
- Sample Thank You Letter

Additional resources including logos, web banners, and customizable event materials are available on our Mayors Day of Recognition for National Service [resources webpage](https://nationalservice.gov/mayorsforservice) at nationalservice.gov/mayorsforservice. Also, we can provide a National Service City Profile showing data on programs, participants, and investments in your city. To receive your City Profile, please contact the CNCS State Director in your state. A list can be [found here](#).

We hope these materials are helpful. If you have questions or would like help with communications, please email pressoffice@cns.gov.

Thank you for joining with us. We look forward to working with you to make this day a big success!

Office of External Affairs
Corporation for National and Community Service

